

ABSTRACT

Article deploys the application of Cooperative Principle in analyzing the dialogues in Arthur Miller's The Crucible. The applied research methods were qualitative and quantitative methods. The dialogue of the play were transferred in the form of excerpts to the computer manually. Then the application of The Non-observance of the Conversational Maxims was analyzed and its occurrences are counted. It is found that The Non-observance of the Conversational Maxims are applied in the play. The categories of The Non-observance of the Conversational Maxims that are applied are flouting the maxims, violating the maxims, and opting out a maxim. The most frequent category of The Nonobservance of the Conversational Maxims is flouting quality by using metaphor while the least frequent one is flouting quantity.

Keywords: *cooperative principle, non-observance, conversational maxims*

ABSTRAK

Artikel membahas penerapan Cooperative Principle untuk menganalisis percakapan yang terdapat dalam The Crucible karya Arthur Miller. Metode penelitian adalah kualitatif dan kuantitatif. Dialog dalam drama dipindahkan secara manual menjadi bentuk potongan dialog. Kemudian, penerapan teori the Non-observance of the Conversational Maxims dianalisis dan kemunculannya dihitung. Ditemukan bahwa the Non-observance of the Conversational Maxims memang diterapkan dalam drama ini, yaitu flouting quality dengan menggunakan metafora sedangkan yang muncul paling sedikit adalah flouting quantity.

Kata kunci: *cooperative principle, non-observance, conversational maxims*